LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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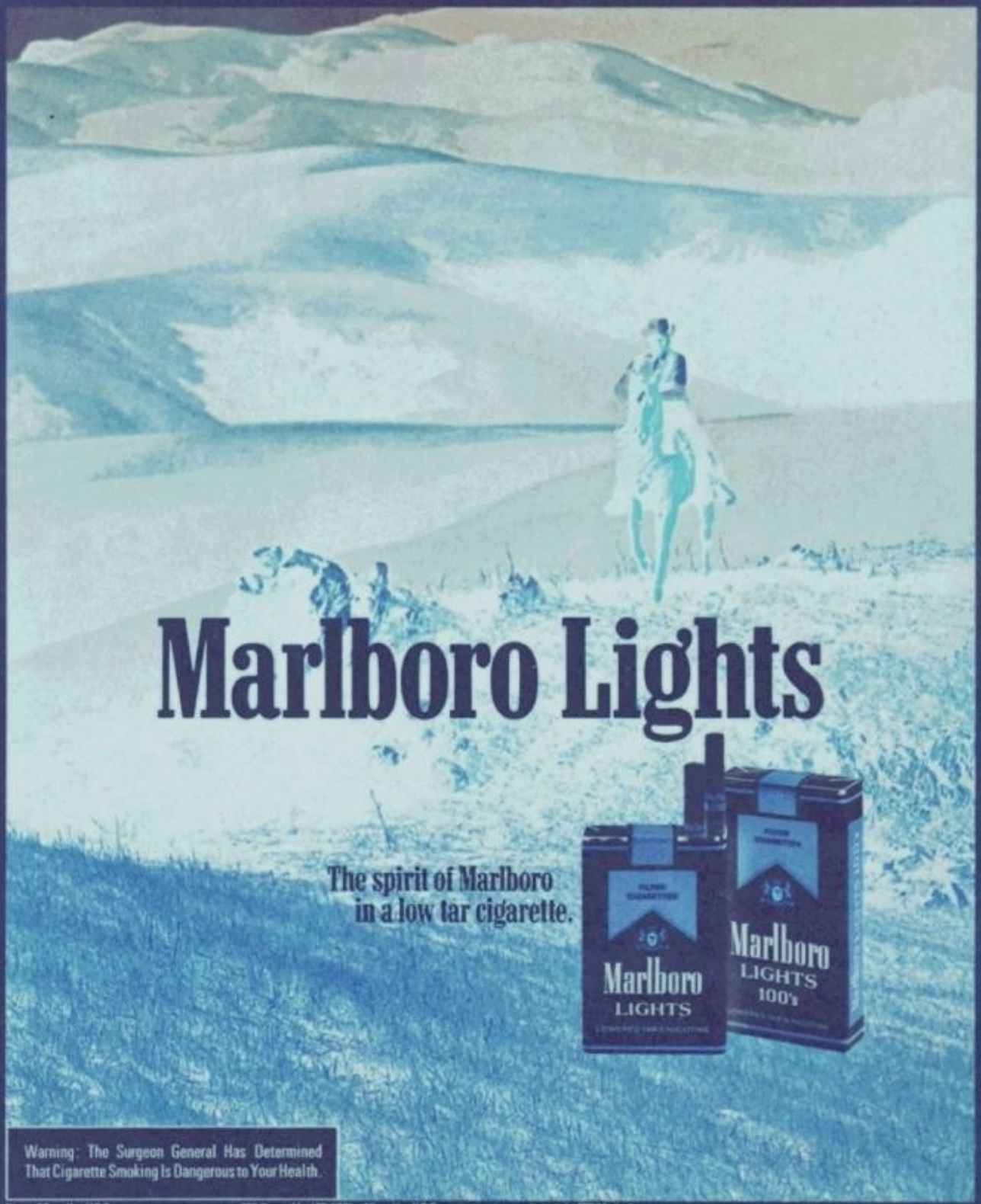

Kings: 12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report May '78. 100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

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